

IN THE SPECIFICATION:

Please amend the specification as follows:

[0002] Electronic commerce over the Internet is rapidly increasing day by day and is poised to constitute a significant portion of overall commerce worldwide in the coming years. Significant advances in the areas of computer and communication technologies have made possible a seamless exchange of information between electronic devices, which may be located all over the world. Online mechanisms for buying and selling over the Internet (for example, catalogue sales, auctions of various kinds, and two-way trading) have come into existence and are being widely used. These have led to the creation of online shops (for example: <http://www.amazon.com>), online auction markets (for example: <http://auctions.yahoo.com>) and other online marketplaces for buying and selling various kinds of components and goods. Newer forms of electronic marketplaces with different market structures and business models are being created almost everyday.